

In the Matter of:
Microsoft-Activision

June 16, 2021
***PETE HINES DIVES INTO STARFIELD AND REDFALL
PLAY FOR ALL 2021***

Condensed Transcript with Word Index



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PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021

Microsoft-Activision

6/16/2021

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| <p>OFFICIAL TRANSCRIPT PROCEEDING</p> <p>FEDERAL TRADE COMMISSION</p> <p>MATTER NO. 2210077</p> <p>TITLE MICROSOFT-ACTIVISION</p> <p>DATE RECORDED: JUNE 16, 2021 TRANSCRIBED: MARCH 18, 2023</p> <p>PAGES 1 THROUGH 30</p> <p>PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021</p> | <p>3</p> <p>FEDERAL TRADE COMMISSION</p> <p>In the Matter of:) Microsoft-Activision) Matter No. 2210077) -----) June 16, 2021</p> <p>The following transcript was produced from a digital file provided to For The Record, Inc. on March 10, 2023.</p> |
| <p>2</p> <p>FEDERAL TRADE COMMISSION</p> <p>I N D E X</p> <p>RECORDING: PAGE: Pete Hines Dives into Starfield and Redfall Play For All 2021 4</p> | <p>4</p> <p>P R O C E E D I N G S</p> <p>- - - - -</p> <p>PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021</p> <p>TAMoor Hussain: Welcome back to GameSpot's coverage of E3 2021. As part of Play For All, it is my great pleasure to be joined by Pete Hines, SVP of global marketing and comms at Bethesda, AKA Uncle P, AKA the keeper of secrets over at Bethesda.</p> <p>How are you doing, Pete?</p> <p>PETE HINES: I'm doing well, trying to keep all the secrets I can.</p> <p>TAMoor Hussain: I'm going to do my best to pry at least one out. I've interviewed you before, and I know how hard this is, but I'm going to take -- I've been training for -- for a year now. I'm going to see what I can do, so, Pete, Dis- --</p> <p>PETE HINES: I'm not rooting against you.</p> <p>TAMoor Hussain: -- Dishonored 3, is it happening or not?</p> <p>PETE HINES: I don't know.</p> <p>TAMoor Hussain: Damn, I failed at the first attempt. Yeah, so, the Microsoft and Bethesda press conference, a big, big kind of moment for you coming together. What did it mean to have, you know, Todd</p> |

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| <p>5</p> <p>1 coming out front and center as soon as the show began?</p> <p>2 You know, that's the kind of position where</p> <p>3 you'd see Phil come out and say his piece, but, you</p> <p>4 know, it was -- it was -- it was your boy that was out</p> <p>5 there. What did that mean to you as a team, and what</p> <p>6 do you think it says about Bethesda's place within the</p> <p>7 Xbox family now?</p> <p>8 PETE HINES: There's a lot in there, so I --</p> <p>9 I thought the way in which we worked together on the</p> <p>10 show was great. We -- look, we always, at Bethesda,</p> <p>11 our big thing is letting the content decide what is</p> <p>12 the show going to be, right? If we've had an hour</p> <p>13 worth of stuff that we felt like we needed to show and</p> <p>14 talk about, we probably would have done our own show</p> <p>15 because you can see from the Xbox show there's nowhere</p> <p>16 for an hour of Bethesda stuff on top of all that. The</p> <p>17 show would have been two and a half hours long. It</p> <p>18 would have been a mess.</p> <p>19 Once we decided, hey, it works best for us</p> <p>20 to collaborate together in this way, we -- we went to</p> <p>21 them and said, hey, this is kind of how we'd like to</p> <p>22 do it; would you be open to this? And they said</p> <p>23 absolutely. They were really the ones that said, hey,</p> <p>24 we would love to start the show with -- with Todd and</p> <p>25 with Starfield. And we were, like, that's a brilliant</p> | <p>7</p> <p>1 year, so we -- we wanted to stick with what we knew we</p> <p>2 had and could talk about. And being able to show</p> <p>3 something in engine and game assets, I think for</p> <p>4 Starfield, was super important to us. And the</p> <p>5 reaction so far has been -- has been great. It's very</p> <p>6 pleased -- pleasing to see.</p> <p>7 TAMOOR HUSSAIN: Yeah, yeah. I mean, like</p> <p>8 you certainly started with the showstopper with</p> <p>9 Starfield. I think a lot of people were thinking that</p> <p>10 would be the thing that ends it, which -- so when it</p> <p>11 came up up front, I think a lot of people were like,</p> <p>12 oh, snap, that's -- that's awesome.</p> <p>13 Again a similar kind of question, what was</p> <p>14 it like to have that game out there finally in a more</p> <p>15 meaningful way? We saw a teaser last year. You</p> <p>16 know, it's a game that Bethesda has multiple times,</p> <p>17 even in the trailer, said it's a game that's 25 years</p> <p>18 in the making. What does that really mean? What does</p> <p>19 that phrase kind of like -- what does it represent, a</p> <p>20 game --</p> <p>21 PETE HINES: What do you mean by that?</p> <p>22 TAMOOR HUSSAIN: -- 25 years in the making?</p> <p>23 PETE HINES: Yeah.</p> <p>24 TAMOOR HUSSAIN: Yeah, what are you talking</p> <p>25 about when you say 25 years in the making?</p> |
| <p>6</p> <p>1 idea; you should.</p> <p>2 We pitched them on the idea of maybe</p> <p>3 Redfall closing the show. They really liked that idea</p> <p>4 as well. And, so, I think the way in which we were</p> <p>5 able to work together, both on what is best for sort</p> <p>6 of our games and spotlights and covering off on things</p> <p>7 that we wanted to -- to at least touch on or speak to</p> <p>8 and -- and have some weight within the show but then</p> <p>9 also still work with Xbox on how does the rest of this</p> <p>10 look, at least from a first-party standpoint.</p> <p>11 I don't get to see third-party stuff for</p> <p>12 obvious reasons, but, you know, they -- they had, you</p> <p>13 know, myself and Erin Losi in from the very beginning,</p> <p>14 going through all their other studio content, and,</p> <p>15 hey, we're thinking about this or that. It was -- it</p> <p>16 was really a lot of fun to -- to see and to work with</p> <p>17 them.</p> <p>18 And, yeah, I think it's a real honor for us,</p> <p>19 to be honest, to both open and close a show. That's a</p> <p>20 huge amount of responsibility, and I was really</p> <p>21 pleased. I -- you know, I thought what we had to show</p> <p>22 on Starfield I was really pleased with. Obviously,</p> <p>23 you'd love to be able to say, here's the whole game</p> <p>24 and it's done, and I can just show you the whole</p> <p>25 thing, but that's -- the game's not out until next</p> | <p>8</p> <p>1 PETE HINES: Todd has talked about this a</p> <p>2 lot, and I think that's the important context to -- to</p> <p>3 have, which is as he's thought about it, you know,</p> <p>4 they -- they were working on The Elder Scrolls when I</p> <p>5 first got to Bethesda in '99. That's -- that's what</p> <p>6 we were known for. They always wanted to do more than</p> <p>7 just, you know, sort of classic high fantasy role-</p> <p>8 playing. Post-apocalyptic was the next place that</p> <p>9 they wanted to go, and the way in which we approached</p> <p>10 that was getting the Fallout license. They were like,</p> <p>11 well, we can go do our own thing but if you could get</p> <p>12 us Fallout that's the game we really want to make</p> <p>13 another one of, like, we want to continue that</p> <p>14 franchise. And, so, we went and got that.</p> <p>15 The other game they wanted to go to after</p> <p>16 those two was a sci-fi game. You know, it was</p> <p>17 something that Todd had tinkered with himself back</p> <p>18 when he was coding and making games, but I think to do</p> <p>19 the kind of game they wanted and the kind of game that</p> <p>20 you would expect from the folks that made Fallout 4,</p> <p>21 Fallout 3, Skyrim, Oblivion, Morrowind to make a sci-</p> <p>22 fi game, it was a -- it was a tech lift in terms of</p> <p>23 being able to represent that in a way that -- you</p> <p>24 know, you heard Todd talk about it at the start of the</p> <p>25 show, that transformative thing, right, that it wasn't</p> |

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| <p>9</p> <p>1 enough just to do a game in space, that it -- it 2 wanted to do a game, a sci-fi game, where you really 3 felt like this is -- this is real, this is a real 4 place, which is honestly, you know, the -- the 5 comments that I paid the most attention to because, 6 well, I want to see five more minutes; well, I would 7 have loved to have given you five more minutes if we 8 had it. 9 TAMOOR HUSSAIN: Hmm. 10 PETE HINES: I'm sure we would have shown 11 it. It's not like we just arbitrarily don't show 12 great gameplay because we're trying to be difficult. 13 I think what we had to show and showing folks the 14 inside of that ship and -- and all of the sort of 15 lived-in qualities of it, right, and I saw a lot of 16 people talking about, you know, it feels like you're 17 watching somebody actually about to launch a ship and 18 all of the components and the little notes or the 19 wear-and-tear on it, like, well, I think that's part 20 of what that team does really well, which is a -- a 21 sense of place. 22 That felt like a real location that you 23 would really sit in and -- and launch a ship and, you 24 know, pieces of tape and things get knocked up that 25 they -- they have a sense, not just of how it looks</p> | <p>11</p> <p>1 So do you have a plan in place for when it's looking 2 like -- 3 PETE HINES: Yeah. 4 TAMOOR HUSSAIN: -- you might show it more? 5 Are you able to say when that might be? 6 PETE HINES: (Inaudible). Like, otherwise, 7 I'm showing up to work every day and being like, hey, 8 anybody want to say anything about Starfield today or, 9 like, of course, we've got a plan. But that plan, as 10 I said before, is 100 percent based on where's the 11 game at, because we're a big believer in not just 12 telling you about it but showing to you, right? 13 TAMOOR HUSSAIN: Right. 14 PETE HINES: Yesterday, the importance of 15 that was not that we told you about that stuff but we 16 said, hey, in engine, this is the game, this is what 17 we're making, it's alpha, so, you know, don't judge us 18 too harshly, but this is the thing we're making and we 19 want it to feel like and look like to give folks that 20 sense. I just don't think you can shortcut that. 21 We put out another tone piece today. You 22 know, it shows off more concept art and it gives even, 23 you know, a little bit more of what the team is trying 24 to create with this game. But it's -- you know, we 25 got a ways to go and, you know, we have thoughts</p> |
| <p>10</p> <p>1 but also how it will work, like, no, these buttons all 2 have to do something; you can't just be punching 3 buttons and flipping things. And getting into that 4 level of detail requires a lot of things that, quite 5 honestly, the team didn't feel like they had until -- 6 until now to be able to execute on what they had 7 envisioned. 8 TAMOOR HUSSAIN: Right. I guess it's tricky 9 from, like, the -- the -- the side that I'm on as 10 someone who is really interested in the game and fans 11 who are interested in the game. It's difficult 12 because -- and it's difficult for you as well as a 13 team, where once you show a small amount of it, it's 14 basically like opening the floodgates and there's 15 demand for it now -- 16 PETE HINES: Mm-hmm. 17 TAMOOR HUSSAIN: -- and they want to see it. 18 So I guess the question for that becomes, like, what 19 is the -- do you have an idea of the cadence of how 20 much you're going to show and when you're going to 21 show more of it? 22 Obviously, right now, everyone's just like 23 but what is the gameplay, when will we see the 24 gameplay? And those questions are going to be 25 incessant and lingering until you show the gameplay.</p> | <p>12</p> <p>1 around timing for when we want to talk about things 2 and show things, but ultimately, it has to be is the 3 game ready to show that feature, because if not it 4 doesn't matter whether you want to or not. You can't 5 -- you can't show folks this is what it, like, means 6 to play the game or to see this part of the game or 7 that part of the game. We need to be able to show it 8 to you. 9 TAMOOR HUSSAIN: Right. I guess one of the 10 big discussion points that exists around Starfield now 11 is the Xbox and PC exclusivity is finally confirmed -- 12 PETE HINES: Mm-hmm. 13 TAMOOR HUSSAIN: -- and I guess the question 14 around that is at what point did that become a 15 consideration for you in over the course of 16 development within Bethesda itself, and how did it 17 impact the -- both the development and also as someone 18 -- as something that you would know particularly, 19 like, your plans for marketing, because you obviously 20 go from speaking to a massive base of customers to 21 kind of focusing it down a bit, right? 22 PETE HINES: Mm-hmm. 23 TAMOOR HUSSAIN: When did that become a 24 consideration, and how did you approach that? 25 PETE HINES: Well, it wasn't a consideration</p> |

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| <p>13</p> <p>1 until we got bought by Xbox, and then as part of Xbox 2 and we looked at what we were doing, it is going to be 3 exclusive on PC and within the Xbox ecosystem. And I 4 think it's important to -- to phrase it like that, 5 only because, you know, recently within the last week, 6 Phil has talked about how they're looking to expand 7 that, right, and -- and other ways they're looking to 8 bring Xbox gaming to folks who don't own a Series S or 9 X or even a PC but want to play the kinds of games 10 that, you know, we're bringing to Game Pass and we're 11 bringing to Xbox. So where -- wherever and however 12 that Xbox ecosystem expands, obviously we're -- you 13 know, we're excited about that. 14 The flip side, the -- the other thing 15 you asked about is, like, what is the impact on 16 development. Well, I'm here to tell you -- and any 17 dev will tell you this: you go to fewer platforms, 18 your development gets more streamlined. You're not 19 worrying about, well, how does it work on this box 20 versus how does it work on that box. We're not making 21 it on that box, so it just needs to run as well as 22 possible on this one, on a PC. You know, narrow focus 23 always helps. 24 Same is true, by the way, for a game like 25 DEATHLOOP, right? When we decided to do a partnership</p> | <p>15</p> <p>1 platform is kind of gone with Starfield. 2 How -- it's a difficult pill to swallow, 3 right, for PlayStation fans. How do you -- how do 4 they reconcile what's happening, given where they 5 are? 6 PETE HINES: If you're a big fan of stuff we 7 make and a game that we're making is no longer 8 available on your platform, I totally understand if 9 you're unhappy or pissed or whatever, like I get it. 10 Those are all real feelings and frustrations. How 11 should you deal with that, I have -- I haven't the 12 foggiest idea. I would never presume to say, oh, 13 here's how you can make it better and feel better. 14 At the same time, you know, there's only so 15 much time I can spend on being focused on what we're 16 not doing, right? I'm trying to focus on, yes, we're 17 not, but the actual problem is we are making it for 18 these other platforms and how is that going and where 19 are we and when are we ready to talk about, to your 20 previous question, these different elements of the 21 game and what does that plan look like and do we need 22 to evolve the plan or change the plan based on the 23 timing of things coming into the game or when they're 24 -- when they're ready to show. 25 So I tend to focus a little bit more on the,</p> |
| <p>14</p> <p>1 with -- with Sony on -- on DEATHLOOP and that game 2 became exclusive to that platform, that development 3 got more streamlined because we said PS5 and PC, 4 that's what we're focusing on. So I think in that way 5 it does free up the developers a little bit in terms 6 of what they're trying to get the thing to be the best 7 game on. When you have fewer of those, it's going to 8 go a little better. 9 TAMOOR HUSSAIN: Like, you mentioned 10 DEATHLOOP there, and it's -- it's kind of a wild 11 position that Bethesda is in right now because you are 12 owned by Microsoft and Xbox but you have exclusive 13 games for both platforms now, which is -- which is 14 interesting and awkward. 15 And I don't know, this question is a tricky 16 one to answer, but I still think it's kind of 17 important, like how -- I'm sure you can do it because 18 you're a master of answering questions like this, but 19 the -- the kind of reality of the situation is, you 20 know, Bethesda has released games on various other 21 platforms, and now they're in a position where, you 22 know, they felt supported in a lot of ways, like 23 Skyrim's been on everything, Fallout's been on 24 everything, Dishonored, that kind of stuff, but now 25 they're in a situation where that investment in their</p> | <p>16</p> <p>1 like, well, that I can solve; that I can have a 2 conversation around. Should we talk, how are we going 3 to talk about this feature, how are we going to 4 explain how this part of the game works, because those 5 are things, like, I just -- I don't know how to allay 6 the fears and concerns of PlayStation 5 fans, other 7 than to say, well, I'm a PlayStation 5 player as well, 8 and I've played games on that console, and there's 9 games I'm going to continue to -- to play on it, but, 10 you know, if you want to play Starfield PC and Xbox, 11 sorry, I -- 12 TAMOOR HUSSAIN: Yeah. 13 PETE HINES: -- but all I can really say is 14 I -- I apologize, because I'm -- I'm certain that 15 that's frustrating to folks, but there's not a whole 16 lot I can do about it. 17 TAMOOR HUSSAIN: It's a good thing that 18 Microsoft makes Game Pass such a compelling 19 proposition that kind of, you know, now more than 20 ever, the idea of getting into the Xbox ecosystem is 21 so appealing. 22 And speaking of Game Pass, as a company, as 23 -- as someone who's been within Bethesda, how has your 24 kind of perception of Game Pass changed, if at all, 25 because it's gone from being this kind of interesting</p> |

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| <p>17</p> <p>1 idea to, like, absurdly successful extremely quickly, 2 right? 3 PETE HINES: Absurdly successful, yeah. 4 TAMOOR HUSSAIN: Yeah, it's like unreal. 5 PETE HINES: Well, you can trace it all back 6 to -- to one decision, which predates us joining Xbox. 7 I haven't even gotten around to asking anybody, like, 8 hey, how did this happen to come about, but all of the 9 folks who decided, hey, we're going to start putting 10 our studio titles in Game Pass day one, when they're 11 also available for sale, that changed everything. 12 It's -- it's remarkable how different Game Pass is. 13 Now, when you understand that, like, you 14 don't have to wait, because the old way of doing it 15 would have been, like, well, a year from now, you 16 know, maybe that game gets added or two years from 17 now. Even our own participation was always well post- 18 launch. You know, they would say, hey, what do you 19 think about putting, you know, Fallout this or a Doom 20 that into Game Pass or ESO, but it was always well 21 after that content came out. 22 And shifting to Game Pass day one and how 23 many people are going to play your titles, you know, 24 the number of folks we've seen going into games like 25 Prey or Dishonored or DOOM 64 or whatever it is, is</p> | <p>19</p> <p>1 TAMOOR HUSSAIN: Hmm. 2 PETE HINES: And I've been using it a ton 3 over the last six, seven months. 4 TAMOOR HUSSAIN: Did the conversation around 5 it change from the Bethesda side in the same way that 6 it did for people who are on the outside looking at 7 it? You know, like, people looked at it and they 8 were, like, hmm, not really sure if this has worked? 9 The idea of launching games into it seems 10 like it's weird, and could that really hamper the 11 performance of a game to now where it's like it makes 12 perfect sense? Was it similar in the case of you, 13 where you're like, do we want to be putting Starfield 14 on this for free basically to now being like, oh, it 15 makes perfect sense? 16 PETE HINES: A hundred percent, like for 17 sure, because if you don't understand it, then you 18 don't understand the mechanics of what's taking place 19 behind the curtain and how are player behaviors 20 actually manifesting themselves versus you or me or 21 anybody else going, well, I assume if it's in Game 22 Pass nobody's going to buy it. And they go, no, no, 23 no, no, hold on, let -- let us show you what we've 24 seen from these. Like, that's what really proved it 25 is they had this idea and then they proved, hey, we</p> |
| <p>18</p> <p>1 remarkable, and getting to now talk to that Game Pass 2 team and -- and really all of Xbox as a first party, 3 which is still weird to say, and just learning how 4 they think about it and approach it and -- and what 5 Game Pass can do for your title in terms of player 6 base and -- and people active in your game is -- is 7 pretty amazing. 8 TAMOOR HUSSAIN: Hmm. 9 PETE HINES: And I'm super excited for where 10 they are, and I'm even more excited for where they're 11 heading and -- and what they have planned. Like you 12 said, I -- I just think it's -- and it's an obscene 13 value. Somebody said to me on social media the other 14 day, like, you could spend a lot of time trying to 15 find every Bethesda title that you might want for, you 16 know, for your collection, or you can just sign up to 17 Game Pass and, like, almost everything they've made is 18 sitting in there waiting to be played. 19 It's -- it's a ridiculous value on top of 20 everything else that -- that comes out, and it's in 21 there. So I've -- I've become a massive fan. I mean, 22 I was a subscriber to Game Pass before, but I would 23 sort of graze it. I play a ton of it now, especially 24 the xCloud stuff. I find that to be a really fun way 25 to be able to take my games with me.</p> | <p>20</p> <p>1 can launch something day one in Game Pass. 2 And, of course, there's some 3 cannibalization. It's ridiculous to suggest 4 otherwise, right? I haven't bought a first-party 5 Xbox title in a couple of years because when Gears 6 came out, I just played it through Game Pass. And 7 when Halo comes out, I'm just playing it through Game 8 Pass, but when you look at the larger picture of the 9 sheer volume of people playing your game and how they 10 engage with your content and how Game Pass is doing, 11 like, it's -- honestly Bethesda's mantra in all of the 12 almost 22 years I've been here is pretty simple. We 13 want to make great games, and we want as many people 14 to play it as possible. 15 Now, okay, put aside the exclusive thing for 16 half a second, because we already talked about that, 17 but the number of people Game Pass now brings to a 18 title and what your day one launches look like in 19 terms of just how many people are playing your game, 20 it's multiple factors, you know, above where we would 21 have been before. And the idea of that many people 22 playing your game on the day that it comes out is 23 ultimately what we're all about, right? 24 It's just -- I want lots and lots of people 25 to play whatever Arkane Austin has spent years of</p> |

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| <p>21</p> <p>1 their lives working on. I want a ton of people to --</p> <p>2 to play it, enjoy it, give it a try. And I think Game</p> <p>3 Pass is allowing us to do that exponentially better</p> <p>4 than we were before, I think.</p> <p>5 TAMOOR HUSSAIN: Phil said it himself where,</p> <p>6 you know, it has an uplifting effect on purchases, as</p> <p>7 well as people buying it, you know, and OUTRIDERS was</p> <p>8 used as kind of like the example of that, where people</p> <p>9 saw their friends getting to OUTRIDERS through Game</p> <p>10 Pass and were like, well, I don't have Game Pass, so I</p> <p>11 guess I'll have to buy it. And, then, it's a very</p> <p>12 clever funnel and you got to respect the business</p> <p>13 acumen put behind that.</p> <p>14 PETE HINES: Yeah, absolutely.</p> <p>15 TAMOOR HUSSAIN: And --</p> <p>16 PETE HINES: And, honestly, we've seen it.</p> <p>17 We've seen it in ESO and 76, by the way, tomorrow,</p> <p>18 like that --</p> <p>19 TAMOOR HUSSAIN: Hmm.</p> <p>20 PETE HINES: -- that not only are people</p> <p>21 buying the game but also just staying in the game.</p> <p>22 Like, we might think of it as, well, you're getting</p> <p>23 that for free, but that's not how they think about it.</p> <p>24 They think I'm signing up for this thing and I'm going</p> <p>25 to spend untold number of hours playing things that</p> | <p>23</p> <p>1 games where they create some systems and they put them</p> <p>2 all together, and then whatever the player wants to do</p> <p>3 in those worlds, whatever -- however they want to try</p> <p>4 and approach different situations is entirely okay,</p> <p>5 right?</p> <p>6 You want to jump off a giant building in</p> <p>7 Dishonored and before you splat on the ground manage</p> <p>8 to possess a fish and suddenly be swimming in the</p> <p>9 water, like, that's not a gameplay-intended feature.</p> <p>10 That was a tester who figured out that the systems in</p> <p>11 the game allowed them to do it. And then Arkane said</p> <p>12 no, we got to take that out because you're going to</p> <p>13 break the game. We said, well, now we got to support</p> <p>14 if you manage to possess a fish and what -- right? --</p> <p>15 what is the player now going to do.</p> <p>16 So in a lot of those same ways, Redfall is</p> <p>17 very similar. It's -- it's -- you know it's systems-</p> <p>18 based. Arkane does a great job of creating a sense of</p> <p>19 place. Whether it's in Prey or Dishonored, it feels</p> <p>20 like a a very realistic, tangible world, and I think</p> <p>21 that's the case in Redfall.</p> <p>22 And then just the way that they've gone</p> <p>23 about approaching the gameplay, whether you're playing</p> <p>24 it by yourself -- you know you can play it essentially</p> <p>25 single-player, solo it, and play it by yourself, or</p> |
| <p>22</p> <p>1 are in Game Pass.</p> <p>2 TAMOOR HUSSAIN: Hmm.</p> <p>3 PETE HINES: And -- and it really has</p> <p>4 changed how we think about those players and our</p> <p>5 relationship to them in our games.</p> <p>6 TAMOOR HUSSAIN: Redfall, really interesting</p> <p>7 concept. I guess my main question with that game is</p> <p>8 from what -- the trailer was really fascinating. The</p> <p>9 one thing I was kind of looking for in it is how the</p> <p>10 kind of Arkane lineage or Arkane design ethos is going</p> <p>11 to be represented in the game. Obviously, they're</p> <p>12 known for immersive sims. Is there anything you can</p> <p>13 say or speak to about how that will be the case? Is</p> <p>14 it -- is it -- is it --</p> <p>15 PETE HINES: Absolutely.</p> <p>16 TAMOOR HUSSAIN: -- the case that it will</p> <p>17 have that?</p> <p>18 PETE HINES: Absolutely. Yeah, look, this</p> <p>19 is an evolution, by their own admission, of Arkane</p> <p>20 Austin and how they think about those kinds of games,</p> <p>21 right? And if you think about what they do, how do</p> <p>22 you break down a Dishonored or Prey into sort of basic</p> <p>23 fundamental levels, what they're doing?</p> <p>24 Well, one is very much nonscripted, right?</p> <p>25 They're -- they're big believers in systems-based</p> | <p>24</p> <p>1 you can play it with other folks, but it's going to</p> <p>2 very much -- you're going to feel that Arkane DNA as</p> <p>3 you're playing through the game with how the game</p> <p>4 works.</p> <p>5 You know, they've talked about ever changing</p> <p>6 the idea is that that you know you're in a game world</p> <p>7 that really isn't ever the same every -- every time</p> <p>8 you play it, you're -- you're getting something</p> <p>9 different, that the world is changing from the last</p> <p>10 time you played it in ways that are meaningful from a</p> <p>11 gameplay standpoint, like that -- that a certain</p> <p>12 location isn't always the same thing every single time</p> <p>13 you play the game. The one time you played it might</p> <p>14 be one thing, and the next time you play it, it might</p> <p>15 be something else.</p> <p>16 And how you interact with that, whether</p> <p>17 there's a quest related to it, whether there's stuff</p> <p>18 in there you want to go get for exploration, it's</p> <p>19 really more give the player the tools and then let</p> <p>20 them experience our story in the way that they want to</p> <p>21 experience it and -- and have it be feeling like it's</p> <p>22 constantly changing, evolving. And I think once you</p> <p>23 get a chance to play it, you're going to be, like, I</p> <p>24 totally see where all that Arkane DNA is popping its</p> <p>25 head up across all these different parts of the game.</p> |

PETE HINES DIVES INTO STARFIELD AND REDFALL PLAY FOR ALL 2021

Microsoft-Activision

6/16/2021

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| <p>25</p> <p>1 TAMOOR HUSSAIN: Honestly, I'm glad that 2 you're going for vampires instead of the low-hanging 3 fruit these days, which is zombies. I'm very excited 4 about that. 5 The other thing I wanted to kind of touch on 6 is what wasn't there. MachineGames, a massive studio 7 for you, great studio -- 8 PETE HINES: Mm-hmm. 9 TAMOOR HUSSAIN: -- that produces some 10 excellent games. What does the -- a lot of people, 11 especially in our community, very excited to figure 12 out or understand or see what the future of 13 Wolfenstein looks like. Is there anything you can 14 tell us about, you know, where that franchise is at 15 and where even the studio MachineGames is at? Is it 16 time for them to look elsewhere, or is it -- you know, 17 they're working on a few things, so what is the 18 future? 19 PETE HINES: Well, they're working on the -- 20 they're working on the Indiana Jones game that we -- 21 we just talked about earlier this year. And, 22 obviously, we literally just announced that deal, so 23 you can make your own guesses at how far along that 24 game is. They're in the very, very, very early stages 25 of working on the Indiana Jones game.</p> | <p>27</p> <p>1 for Doom Eternal, but MachineGames is doing Indiana 2 Jones. We just announced Arkane Austin's Redfall. 3 Arkane Lyon is working on DEATHLOOP. Tango was 4 working on Ghostwire. So if you go through our 5 studios, you actually find, oh, yeah, I know what most 6 of them are actively working on right now. 7 So we don't have a lot of folks sitting 8 around going, well, let's make something new, and 9 should it be a sequel, or should it be a new IP. 10 We're just not at a point in this moment to start 11 saying, okay, what's ever -- like because we already 12 have plans that have been laid out for what are these 13 studios doing for years at a time. 14 TAMOOR HUSSAIN: Hmm. 15 PETE HINES: And one of the things Xbox said 16 was we are not messing with what you're doing or what 17 you have going on, so there's been no change to any of 18 our current plans because their thing is just do what 19 you're planning on doing and, you know, we want to 20 work with you, obviously we want to understand what 21 those are, right? Like, they're not just like, oh, 22 Redfall. 23 You know, Matt Booty is always like, hey, 24 how's it going and, you know, talking to Harvey Smith. 25 So, you know, those conversations are happening, but</p> |
| <p>26</p> <p>1 Where we are for Wolfenstein or, quite 2 honestly, any other franchise that we don't have 3 announce plans on, will have to wait until we get to 4 the point of wanting to talk about it, but you can put 5 me at the head of the list of people who want to see 6 another Wolfenstein game, so no -- no worries there. 7 TAMOOR HUSSAIN: And I imagine as a creative 8 team, a lot of people are, like, let's do something 9 new and different, but at the same time, the fans are 10 out there being, like, I want a new Wolfenstein, I 11 want another Doom, I want another Dishonored, I want 12 another XYZ game. How do you -- how do you approach 13 finding that balance, especially now that you're owned 14 by Microsoft and also you're working -- 15 PETE HINES: Yeah, I think -- I think we'll 16 have to find out because, again, what you have to 17 remember is we didn't have teams sitting around doing 18 nothing waiting for us to be acquired by Xbox so that 19 we can then figure out, okay, let's figure out what 20 you're going to work on next, right? BGS is already 21 working on Starfield, then they're going to make TES 22 6. ZeniMax Online is doing ESO. They've talked about 23 they're working on another project. 24 We haven't talked about what it is up to, is 25 they've, you know, finished doing updates and support</p> | <p>28</p> <p>1 we're not really having the "what is Studio X going to 2 work on next?" because everybody already knows what 3 they're working on for the next number of years. So I 4 think those things will end up manifesting themselves 5 as -- as we go along. 6 TAMOOR HUSSAIN: Final question, very 7 quickly. You mentioned the -- what's the deal with 8 Ghostwire Tokyo, when we're going to see that again? 9 Please, Pete, I'm begging you, let it out, let it come 10 out and play. 11 PETE HINES: I don't know. 12 TAMOOR HUSSAIN: Ugh, horrible, horrible. I 13 like it. 14 PETE HINES: Look, off the content -- the 15 content drives it. The content drives it. And when 16 we feel like that game is -- is -- is ready, you know, 17 we've got plans, but all of those plans are based on 18 dev. And as you know, nobody's development is going 19 exactly the same as when we were all in the office 20 together. So, you know, we have to be patient and -- 21 and let teams take the time to make what they're 22 planning on making in very different circumstances 23 than we've been dealing with for the last year and a 24 half. 25 TAMOOR HUSSAIN: Pete, thank you so much for</p> |

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your time and thank you so much for being here with
us.
PETE HINES: Absolutely.
TAMoor HUSSAIN: If you want to keep your
eyes on GameSpot.com, you will be treated with plenty
more E3 coverage content stay tuned. See you soon.
(The video recording was concluded.)

30

CERTIFICATE OF TRANSCRIPTIONIST

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